CONSUMER RESPONSE UPDATE

pril 2004: Issue N°26

GHLIGHTS

Jser sessions with ontariotravel.net totalled 160,478 n April, an increase of 66% over the same month last ear.

Vith three contests live online, over 17,000 onsumers registered with ontariotravel.net, the ighest registration volume in a single month since the ew site launched in October 2002!

OTMPC's Angling and Adventure contests worked well t generating US consumer registrations with ntariotravel.net. In April, 55% of total consumer egistrations with the consumer website were from the JS!

By the end of April 2004, 147,696 consumers have egistered with ontariotravel.net. Of these, 93,264 ave opted to receive e-marketing material from OTMPC.

Jser sessions with tourismpartners.com totalled 7,553 n April.

To date, a total of 5,731 partners have registered with ourismpartners.com.

ONSUMER WEB SITE – www.ontariotravel.net

er Sessions

160,478 user sessions were recorded with tariotravel.net in April 2004, an increase of 66% over ril 2003.

The boost in user sessions seems likely a result of TMPC's Adventure online advertising and the Angling mail, which promoted the Angling and the Adventure ntests with ontariotravel.net.

- For the period in which Adventure online advertising was in-market (April 19 – 30), user sessions averaged 6,405 per day, an increase of 38% over the period prior to the online advertising.

- User sessions with ontariotravel.net were heaviest

Consumer Registrations

- 17,660 consumers registered with ontariotravel.net in April 2004, an in 120% over the same month last ye

- Registrations with the consumer w April 2004 was the largest amount launch of the new web site in Octob largely due to OTMPC's contests li April.

- In April 2004, three OTMPC's con online, compare to only one contes 2003.

Contest Registrations in A

Contest	Contest Date	Regi
Spring	Feb 21 - Apr 2	
Adventure	Feb 18 – (runs to Aug 1)	
Angling	Mar 31 – (runs to Jun 30)	

- The majority of consumers regist ontariotravel.net were English-spea and male (61%).

- 55% registrations with the consu were made by Americans in April 2 first time that the US consumer reg volume weighted heavier than Can single month since the new web sit October 2002, largely due to OTM and Adventure contests live in Apri consumer registrations were made in April.

- OTMPC's Angling contest ma the US market, starting March 3 5,748 (65%) registrations with t contest were from the US.

- The Adventure contest was s

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April registrations brought the total number of nsumers who opted to receive e-marketing material m OTMPC to 93,264.

ARTNERS WEB SITE - www.tourismpartners.com

er Sessions

n April, 7,553 user sessions were recorded at rismpartners.com, a growth of 134% over April 2003.

The most downloaded file from the partners web site April was OTMPC's Partnership Planning Calendar 698 downlods.)

gistered Partners

A total of 5,731 partners registered with rismpartners.com from the partners web site nch in October 2002 to April 2004.

ALL CENTRE

Calls to the Call Centre in April 2004 totalled 24,039, increase of 6% over the same month last year.

Of calls to the Call Centre in April, 72% originated from nada, 28% were from the US.

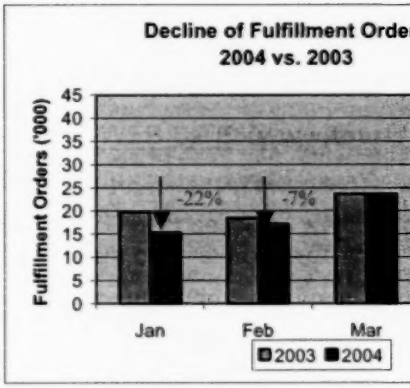
- 77% of Canadian calls originated in Ontario.
- 77% of US calls originated in the Border States.

The relatively high proportion of US calls was likely a sult of OTMPC' Angling and Adventure contests which vertised 1-800-ONTARIO as a secondary call-to-tion.

ULFILLMENT CENTRE

n April, 34,880 fulfillment pieces were ordered by nsumers in Canada (74%), US (23%) and overseas %), a decline of 11% over April 2003.

Fulfillment orders declined in January, February and ril over the same months last year. The drop seems be the consequence of consumers increasing fear of



- 10,313 (30%) fulfillment pieces dis April were ordered online at ontariot

Top 10 Fulfillment Requ April, 2004

	Fulfillment Piece / Guide
1	Ontario Road Map 2003
2	Ontario Resource Guide 2004
3	KIT: Spring Travel Kit - CDN
4	Ontario Parks Guide 2004
5	Backroads & Getaways Guide 2004
6	Attractions Ontario Passport 2004
7	KIT: Fishing Kit - USA
8	Spring Experience Guide 2004
9	Adventure Guide 2003
10	Doors Open Ontario 2004

ONLINE PUBLICATIONS

- In addition to requests for printed 23,717 online publications were do

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he most popular downloaded online publication in
il was the 2004 Spring Experience Guide (8,564
wnloads).

o 10 Online Publications: April 2004

	Downloaded Files	Downloads
	2004 Spring Experience Guide	8,564
	2004 Resource Guide	7,182
	2004 Fishing Ontario	3,933
	2003 Adventure Guide	1,314
	2004 Spring Experience Guide_FR	925
	Wine Culinary Book	667
	2003 Snowmobile Guide	455
	1999 Cruise Ontario	250
	Fall Colour Report	232
	2004 Winter Events Guide_FR	59